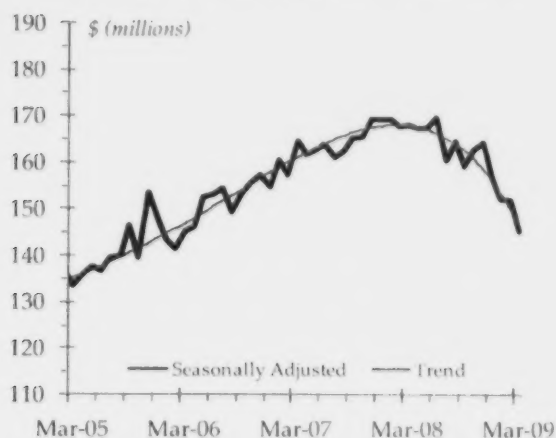


## Tourism Sector Monitor ♦ June 2009

### Room revenue

Room revenues in BC fell (-4.4%, seasonally adjusted) in March—continuing a downward trend that started four months ago. Similar drops were experienced by almost all regions, including North Coast (-5.8%), Thompson/Okanagan (-4.8%), Mainland/Southwest (-4.4%), Cariboo (-3.7%) and Northeast (-2.4%). Worst hit by the downturn was Vancouver Island/Coast (-6.5%). Only Kootenay (+1.5%) and Nechako (+5.7%) bucked this negative trend in room revenues.

*Room revenues were down in March, continuing a four-month downward trend*



Data Source: BC Stats

In the midst of the global recession, March was another poor month for all accommodation categories in BC. In particular, all hotel revenues fell with the worst hit being very large hotels (251+ rooms; -7.7%). To a lesser extent large (151-250 rooms; -3.3%), mid-sized (76-150 rooms; -3.2%) and small (1-75 rooms; -4.2%)

also saw revenues drop. Motels garnered fewer revenues (-5.4%) for the third consecutive month. Vacation rentals (-1.2%) and other accommodations (-0.3%) also suffered with the economic downturn.

*Table 1: Room revenue  
(seasonally adjusted)*

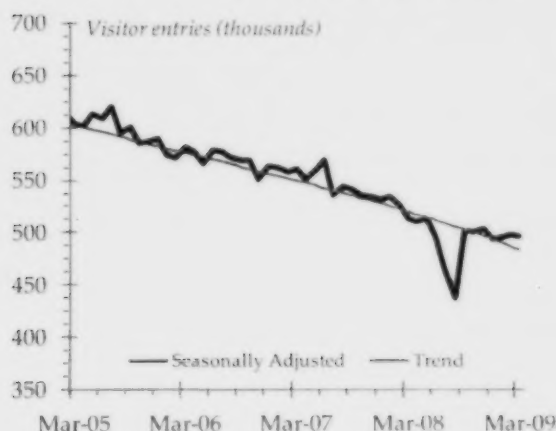
	Mar-09 (\$000)	Feb-09 (\$000)	change %
<b>Accommodation Type</b>			
Total	145,283	152,028	-4.4
Hotels	106,709	112,319	-5.0
Motels	17,121	18,097	-5.4
Other Accommodations	21,373	21,531	-0.7
<b>Regions (Top 3 performers)</b>			
Nechako	847	801	+5.7
Kootenay	7,500	7,388	+1.5
Northeast	5,232	5,361	-2.4

Data Source: BC Stats

### Visitor entries

Traveller entries to Canada via BC inched down (-0.3%) in March, almost reversing gains made in February. Visitation from the US (-0.4%) was off, despite stable overnight trips (+0.2%), as there were fewer Americans on same-day (-1.4%) visits. The number of travellers from overseas countries also slipped (-0.3%), reflecting a notable downturn in European entries (-2.4%). Travel from Asia (+2.4%) was up, boosted by a jump on visits from Hong Kong (+54.1%). However, significantly fewer visitors from other overseas countries (-2.4%) entered the province.

### Visitor entries dipped slightly in March



Data Source: Statistics Canada

**Table 2: Visitor entries**  
(seasonally adjusted)

	Mar-09 (000s)	Feb-09 (000s)	change %
<b>American visitors</b>			
Total	374	375	- 0.4
Same-day	125	127	- 1.4
Overnight	249	248	+ 0.2
<b>Overseas visitors</b>			
Total	122	123	- 0.3
Europe	40	41	- 2.4
Germany	7	7	- 0.9
UK	17	17	- 5.3
Asia	56	55	+ 2.4
Hong Kong	8	5	+54.1
Japan	12	12	- 4.7
Taiwan	4	3	+16.4
Other	26	27	- 2.4

Data Source: BC Stats &amp; Statistics Canada

### Other indicators

With the slow economy, most BC tourism indicators mirror a curb in travel spending by both residents and visitors.

British Columbia's hotel occupancy rate fell sharply (-3.4 percentage points to 58.7%) in March. The average room rate continued to drop (-0.9%), reaching \$130.60.

Air passenger traffic at Vancouver International Airport receded (-1.7%) in March as the number of domestic (-2.1%), US (-0.6%) and other international (-2.1%) travellers slipped. Passenger volume at Victoria International Airport was slightly lower (-0.2%) in March.

Despite an average fuel rebate incentive of 5% on all minor routes, BC Ferries experienced another month of declines as both vehicle (-2.2%) and passenger (-1.7%) traffic were down.

Sales of BC's food services and drinking industry fell 1.8% in March

**Table 3: Other tourism indicators**  
(seasonally adjusted)

	Mar-09	change from Feb-09
<b>Hotel Industry</b>		
Occupancy Rate (%)	58.7	-3.4 pp
Average Room Charge (\$)	130.60	- 0.9
Data Source: Pennell Kerr Forster		
<b>Airport Passengers</b>	(000s)	(%)
<b>Vancouver International Airport</b>		
Total Traffic	1,382	- 1.7
US (trans-border)	334	- 0.6
Other International	328	- 2.1
Canada (domestic)	720	- 2.1
Data Source: YVR		
<b>Victoria International Airport</b>		
Total Traffic	125	- 0.2
Data Source: Victoria Airport Authority		
<b>Food Services Receipts</b>	(\$ millions)	(%)
All Establishments	627	- 1.8
Food Service	586	- 0.0
Drinking Places	43	- 2.1
Data Source: Statistics Canada		
<b>Transportation</b>	(000s)	(%)
<b>BC Ferries</b>		
Vehicle Volume	661	- 2.2
Passenger Volume	1,702	- 1.7
Data Source: BC Ferries		
<b>Exchange Rates</b>	Cdn \$1.00	
US Dollar (\$)	0.791	-0.01
UK Pound (£)	0.558	0.00
Japanese Yen (¥)	77.393	+2.86
Australian Dollar (\$)	1.187	-0.05

Data Source: Statistics Canada (pp = percentage points)

## A look ahead – April 2009

Preliminary room receipts indicate relatively no change (+0.5%) for BC in April. While North Coast (-5.3%), Nechako (-2.6%), Vancouver Island/Coast (-2.4%) and Cariboo (-1.8%) all experienced losses, Thompson/Okanagan (+0.7%), Mainland/Southwest (+1.3%), Kootenay (+2.1%) and Northeast (+4.6%) all saw revenues climb.

The above changes from the previous month stem from an increase (+4.2%) in very large hotel (251+ rooms) revenues, that was offset by a drop (-3.3%) in revenues at large hotels (151-250 rooms). Minor changes were experienced by mid-sized (76-150 rooms) hotels (-1.0%), motels (-1.2%), vacation rentals (+2.0%) and other accommodations (+0.6%). Room revenues at small hotels (1-75 rooms) remained flat (-0.1%).

The regional hotel occupancy rate inched up (0.6 percentage points) in April to 59.3%. The

average room rate followed suit, climbing slightly (+0.8%) to \$131.70.

Passenger volumes at Vancouver International Airport recovered somewhat (+1.1%) in April from the decline of March. Both domestic (+1.7%) and US (+1.6%) traffic rose, while international passenger volume dropped (-1.0%) for the fourth consecutive month. Victoria International Airport also saw more (+1.9%) passenger traffic. Vehicle (+2.3%) and passenger (+2.2%) volumes at BC Ferries picked up in April, despite the regulated annual increase in ferry fares.

Sales at BC's food services and drinking industry rose 1.9% in April as both food services (1.8%) and drinking establishments (3.8%) registered higher revenues.

### Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers –reported in the "look ahead" section–were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

## Special Focus: Seasonal adjustment of room revenue

Seasonal adjustment is a method employed by BC Stats to interpret month-to-month changes in time series that exhibit seasonal patterns. This article illustrates the procedural stages and discusses an updated methodology used.

### Seasonal adjustment methodology

In its most basic form, time series that reveal seasonal fluctuations (regular peaks and valleys that are duplicated on an annual basis) may be broken into three smaller component series.

**Trend T:** Typically a linear component that shows the general direction of the information contained within the original time series.

**Seasonal S:** A period component that may be based on seasonal (summer or winter, say) or monthly changes within a typical year.

**Irregular I:** A random residual that may not be adequately explained by *S* and/or *T*.

### Seasonal adjustment program

BC Stats employs X-12-ARIMA<sup>†</sup> to seasonally adjust economic time series. It breaks down a series into the above-mentioned components, and eliminates any identifiable seasonality. Additional parameters may also be used in the adjustment process, such as the effects of trading day variations. For example, if a business experiences peak trading over the weekends, those months with fewer weekends will surely contribute significantly to the variability of the monthly revenues.

Easter is another holiday that influences seasonal adjustment. This is especially true to the

accommodation industry, since long weekends usually coincide with extended travel arrangements that would otherwise not fit into a regular 2-day weekend. And, since Easter is not fixed to March or April, these months may be influenced differently.

### Benefits of seasonally adjusted data

Seasonally adjusted data is devoid of seasonal influences. It therefore lends itself to comparing successive months in a straight-forward way. Consequently, it minimises the risk of examining the growth in revenue from one month to the next (or month-over-month analysis) where either month may be in its own seasonal pattern. For example, where June may typically form part of peak season, compared to May that forms part of shoulder season, say.

### Alternatives to seasonal adjustment

The process of seasonal adjustment follows a mathematical model that focuses on the underlying data trend rather than the seasonal fluctuations. However, seasonality is expected to be annual. Therefore, one typically finds the same fluctuations to occur during the same time period every year.

In this regard, year-over-year growth analysis is also very common. That is, comparing the growth in revenue in July 2009 to that of July 2008, say. However, this comparison does not take the eleven months in between—August 2008 to June 2009—into account. And, depending on the industry, this type of analysis may be inadequate, albeit sufficient, and/or should be used with caution.

### Changes to seasonal adjustment in TSM

The update to X-12-ARIMA (from its predecessor X-11-ARIMA) initiated an investigation to

<sup>†</sup> The X-12-Arima Seasonal Adjustment Program, US Census Bureau. Available online from: <http://www.census.gov/srd/www/x12a/>

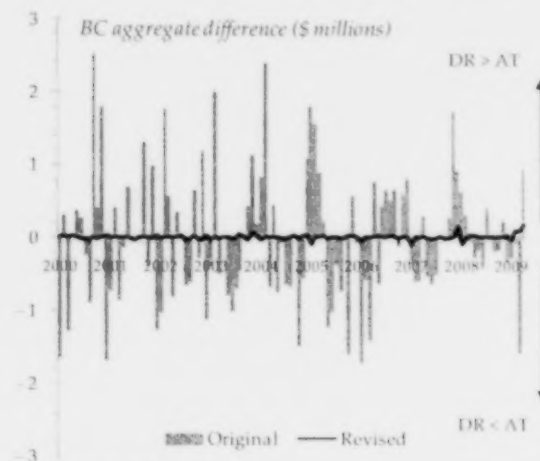
fine-tune the way reporting of seasonally adjusted data is performed at the provincial level.

Originally, raw data for accommodation categories within development regions were aggregated and subsequently seasonally adjusted to obtain data at the (i) development region and provincial (ii) accommodation category levels. However, such "upper level" seasonal adjustment allowed for differences between the provincial aggregates of (i) and (ii) above. That is, in some instances the provincial total across development regions was higher (or lower) than the provincial total across accommodation categories. The cause is revenue-rich development regions (like Mainland/Southwest) or accommodation categories (like hotels) overshadowing the seasonal patterns of others.

Because tourism-heavy regions (including Vancouver Island/Coast and Mainland/Southwest) influenced the seasonality of regions that exhibit comparatively lighter tourist activity (like those in Northern BC), the decision was made to publish only the development region provincial aggregate since it would be more representative of tourism activity in BC. That is, development region totals demonstrated more regional seasonality than accommodation type aggregates for the province. Accommodation type aggregates were still possible, but may have differed slightly.

Seasonal adjustment is now being performed at the lowest level possible, before aggregating to obtain regional and provincial totals. This revised methodology over the original yields much more accurate and comparable analysis between the two levels of reporting.

### *Differences between seasonally adjusted development region (DR) and accommodation type (AT) aggregates for BC*



Data Source: BC Stats

### Conclusion

Seasonal adjustment of data allows for adequate month-over-month comparison of economic time series. It is used throughout the analysis of data contained in the tourism room revenue database.

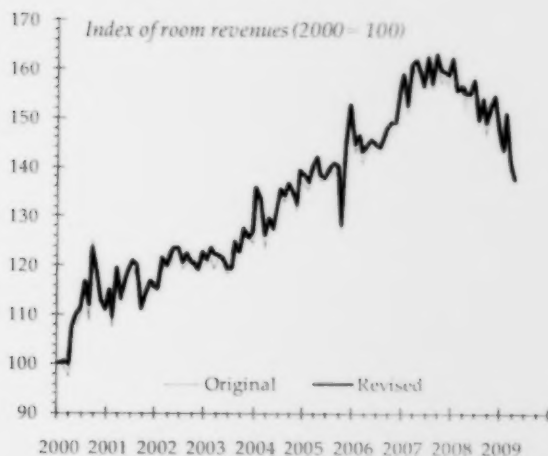
An updated methodology for seasonal adjustment has been incorporated in the production of the TSM tables and subsequent analyses.

The appendix shows the unadjusted and seasonally adjusted data series for the remaining development regions, as well as the eight accommodation categories regularly featured in the Tourism Sector Monitor.

## Appendix

The following graphs reflect the differences (in the form of an index since 2000) between the former and updated seasonally adjusted room revenues at the development region level:

### Vancouver Island/Coast



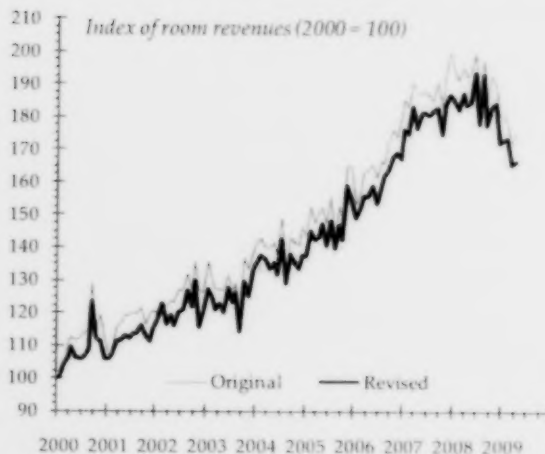
Data Source: BC Stats

### Mainland/Southwest



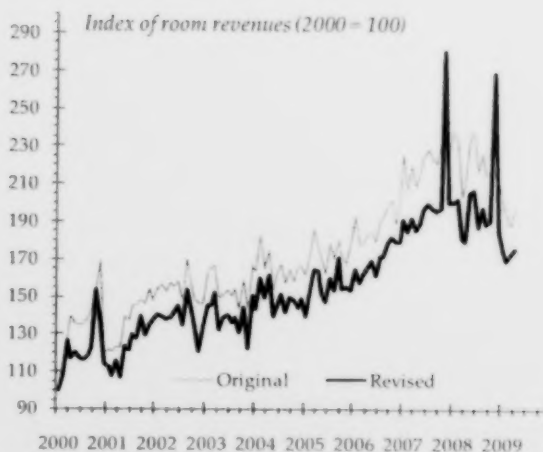
Data Source: BC Stats

### Thompson/Okanagan



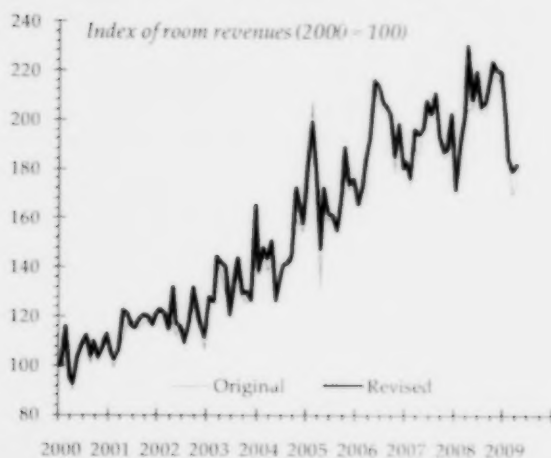
Data Source: BC Stats

### Kootenay



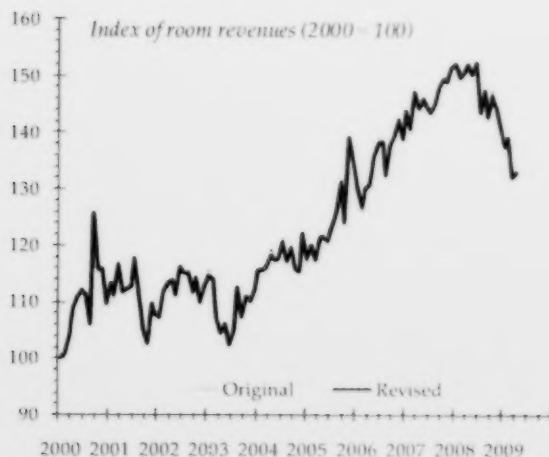
Data Source: BC Stats



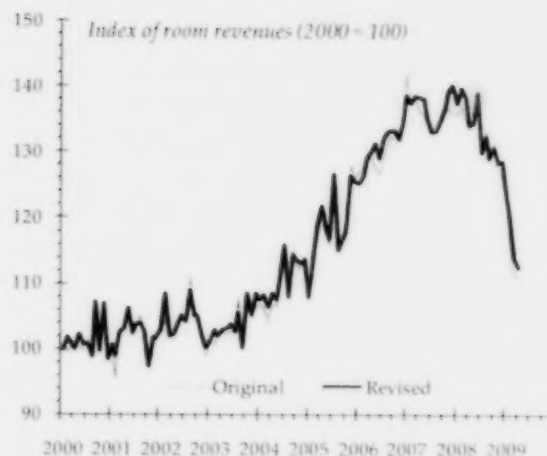
*North Coast + Nechako + Northeast*

Data Source: BC Stats

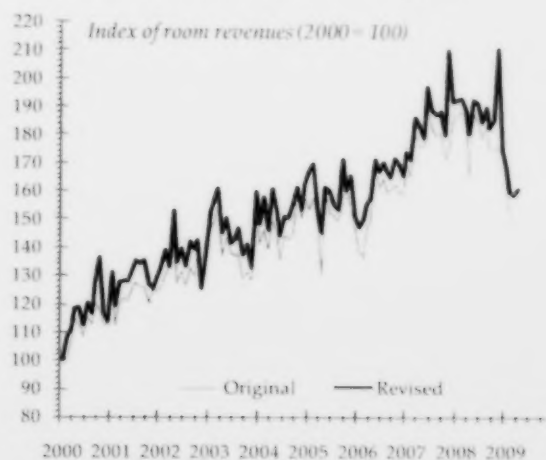
The following graphs reflect the differences (in the form of an index since 2000) between the former and updated seasonally adjusted room revenues for some accommodation type aggregates:

*All hotels*

Data Source: BC Stats

*Motels*

Data Source: BC Stats

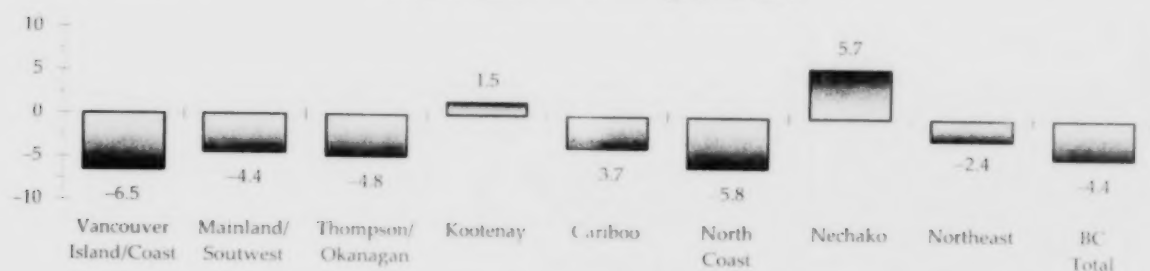
*All other accommodation types*

Data Source: BC Stats

**Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted**

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
<b>Annual data</b>									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,164	236,479	81,467	49,272	22,070	9,579	63,400	1,681,564
2006	323,895	973,973	259,128	88,989	54,701	23,127	9,697	74,099	1,807,609
2007	351,617	1,044,853	293,097	105,026	61,876	27,682	11,159	68,633	1,963,944
2008	340,353	1,056,792	298,525	104,155	62,017	27,387	10,800	77,237	1,977,266
<b>Annual growth rates</b>									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	15.7	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.2	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	15.1	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.2	- 1.1	- 3.2	12.5	0.7
<b>Monthly data</b>									
Mar-08	28,825	91,262	25,378	7,881	5,415	2,362	896	6,015	168,034
Apr-08	28,543	90,151	24,867	7,804	5,397	2,445	1,092	7,049	167,349
May-08	28,544	90,210	25,004	8,921	5,198	2,219	852	6,519	167,467
Jun-08	29,019	89,787	26,208	9,003	5,540	2,158	903	7,048	169,667
Jul-08	27,565	86,034	24,088	8,140	5,074	2,251	899	6,291	160,341
Aug-08	28,301	86,799	26,144	8,606	5,101	2,091	866	6,563	164,470
Sep-08	27,454	84,777	24,052	8,239	4,971	2,063	933	6,772	159,261
Oct-08	28,015	86,461	24,789	8,274	4,994	2,248	909	7,119	162,810
Nov-08	28,397	84,222	24,914	11,704	4,807	2,323	868	6,933	164,166
Dec-08	27,231	83,056	23,335	8,049	4,781	2,748	864	6,494	156,558
Jan-09	26,381	80,748	23,420	7,568	4,743	2,190	707	6,356	152,115
Feb-09	27,739	80,309	23,524	7,388	4,597	2,308	801	5,361	152,028
Mar-09	25,944	76,754	22,405	7,500	4,427	2,174	847	5,232	145,283
<b>Month-over-month growth rates</b>									
Mar-08	0.7	- 0.4	2.8	-10.5	1.1	- 4.1	4.7	11.2	0.1
Apr-08	- 1.0	- 1.2	- 2.0	- 1.0	- 0.3	3.5	21.9	17.2	- 0.4
May-08	0.0	0.1	0.6	14.3	- 3.7	- 9.2	-22.0	- 7.5	0.1
Jun-08	1.7	- 0.5	4.8	0.9	6.6	- 2.8	6.0	8.1	1.3
Jul-08	- 5.0	- 4.2	- 8.1	- 9.6	- 8.4	4.3	- 0.5	-10.8	- 5.5
Aug-08	2.7	0.9	8.5	5.7	0.5	- 7.1	- 3.7	4.3	2.6
Sep-08	- 3.0	- 2.3	- 8.0	- 4.3	- 2.5	- 1.3	7.7	3.2	- 3.2
Oct-08	2.0	2.0	3.1	0.4	0.5	9.0	- 2.6	5.1	2.2
Nov-08	1.4	- 2.6	0.5	41.5	- 3.8	3.3	- 4.5	- 2.6	0.8
Dec-08	- 4.1	- 1.4	- 6.3	-31.2	- 0.5	18.3	- 0.5	- 6.3	- 4.6
Jan-09	- 3.1	- 2.8	0.4	- 6.0	- 0.8	-20.3	-18.1	- 2.1	- 2.8
Feb-09	5.1	- 0.5	0.4	- 2.4	- 3.1	5.4	13.3	-15.7	0.1
Mar-09	- 6.5	- 4.4	- 4.8	1.5	- 3.7	- 5.8	5.7	- 2.4	- 4.4

**March month-over-month growth rates**





**Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted**

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	129,213
2005	464,550	220,831	353,450	170,111	214,522	145,630	134,942
2006	489,210	244,627	387,134	186,946	235,740	143,330	144,088
2007	517,695	261,655	435,917	200,035	247,104	161,591	166,185
2008	516,021	260,092	455,340	199,635	240,866	159,445	171,007
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.4
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	6.8
2007	5.8	7.0	12.6	7.0	4.8	12.7	15.3
2008	- 0.3	- 0.6	4.5	0.2	- 2.5	- 1.3	2.9
Monthly data							
Mar-08	44,771	22,028	37,958	17,030	20,788	13,298	12,138
Apr-08	44,475	22,420	39,233	16,684	20,178	12,416	11,914
May-08	43,541	22,402	38,925	16,499	20,186	13,616	12,304
Jun-08	43,850	22,482	39,684	16,945	20,912	13,404	12,383
Jul-08	41,330	21,533	36,796	16,245	19,543	12,973	11,927
Aug-08	41,872	21,980	38,164	16,999	19,887	13,354	12,210
Sep-08	41,126	20,956	37,126	16,034	19,413	12,390	12,208
Oct-08	42,243	21,217	38,007	16,727	19,652	12,791	12,168
Nov-08	41,162	20,858	37,883	16,566	19,309	15,823	12,563
Dec-08	40,283	20,294	36,761	16,315	19,347	11,443	12,085
Jan-09	39,193	19,658	36,533	15,640	18,500	11,228	11,409
Feb-09	40,541	19,780	36,116	15,882	18,097	10,541	10,990
Mar-09	37,410	19,135	34,950	15,214	17,121	10,416	10,957
Month-over-month growth rates							
Mar-08	- 1.2	- 0.2	2.3	3.8	- 1.0	- 4.0	0.1
Apr-08	- 0.7	1.8	3.4	2.0	- 2.9	- 6.6	1.8
May-08	- 2.1	- 0.1	0.8	1.1	0.0	9.7	3.3
Jun-08	0.7	0.4	1.9	2.7	3.6	- 1.6	0.6
Jul-08	- 5.7	- 4.2	- 7.3	4.1	- 6.5	- 3.2	- 3.7
Aug-08	1.3	2.1	3.7	4.6	1.8	2.9	2.4
Sep-08	- 1.8	- 4.7	- 2.7	5.7	- 2.4	- 7.2	0.0
Oct-08	2.7	1.2	2.4	4.3	1.2	3.2	- 0.3
Nov-08	- 2.6	- 1.7	- 0.3	1.0	- 1.7	23.7	3.2
Dec-08	- 2.1	- 2.7	3.0	1.5	0.2	-27.7	- 3.8
Jan-09	- 2.7	- 3.1	- 0.6	4.1	- 4.4	- 1.9	- 5.6
Feb-09	3.4	0.6	1.1	1.5	- 2.2	- 6.1	3.7
Mar-09	- 7.7	- 3.3	- 3.2	4.2	- 5.4	- 1.2	- 0.3

**March month-over-month growth rates**

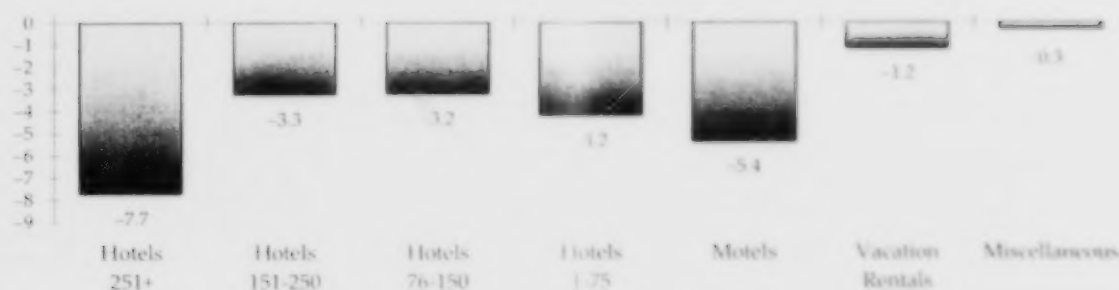


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
			Mar-08	YTD 08				
	Mar-09	YTD 09			Mar-09	Mar-08	Mar-09	Mar-08
<b>Vancouver Island/Coast</b>								
<b>17 Capital</b>								
All accommodation types	10,961	26,560	- 7.2	- 3.6	155	-12	8,061	-361
Hotels	9,451	23,131	6.8	- 3.0	62	- 7	5,587	-362
76-150 Rooms	2,151	5,448	- 7.5	- 4.1	19	- 1	1,843	-108
1-75 Rooms	1,760	4,473	- 17.2	- 12.9	32	- 6	1,257	-254
Motels	550	1,495	- 22.2	- 15.3	18	- 2	812	- 59
Vacation Rentals	125	234	- 21.1	- 21.1	33	- 3	297	- 27
Miscellaneous	710	1,385	5.9	7.1	40	1	1,306	117
<b>19 Cowichan Valley</b>								
All accommodation types	694	1,645	- 18.8	- 22.3	33	- 1	735	- 2
Motels	154	286	7.4	- 21.3	14	0	289	0
<b>21 Nanaimo</b>								
All accommodation types	2,348	6,144	- 16.8	- 9.7	61	- 3	2,419	- 23
Hotels	1,172	3,041	- 3.7	- 3.2	14	0	962	0
Motels	576	1,453	20.0	- 20.3	24	- 2	710	- 31
<b>23 Alberni-Clayoquot</b>								
All accommodation types	2,507	5,623	- 10.1	- 12.3	60	- 2	1,570	20
Hotels	732	1,594	1.3	- 8.4	11	3	516	127
Motels	191	471	- 20.0	- 23.9	20	- 2	390	- 24
Vacation Rentals	1,008	2,109	- 9.4	- 7.5	19	- 1	321	- 7
<b>25 Comox Valley +</b>								
<b>26 Strathcona</b>								
All accommodation types	1,888	5,317	- 25.2	- 21.5	64	- 2	2,031	106
Hotels	876	2,555	- 13.2	- 12.4	10	0	638	82
Motels	433	1,193	- 37.1	- 31.9	22	- 2	696	- 2
Vacation Rentals	205	573	- 34.8	- 32.6	21	0	270	26
<b>27 Powell River</b>								
All accommodation types	345	845	2.6	7.8	20	- 3	371	- 37
<b>43 Mount Waddington</b>								
All accommodation types	292	753	- 21.3	- 28.1	17	- 2	500	-135

**Table 3: Room Revenue by Regional District, Unadjusted**

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Mar-09	YTD 09	Mar-08	YTD 08	Mar-09	Mar-08	Mar-09	Mar-08
<b>Mainland/Southwest</b>								
<b>09 Fraser Valley</b>								
All accommodation types	3,351	8,644	- 17.2	- 12.0	67	- 5	2,315	-202
Hotels	2,612	6,747	16.6	- 10.7	16	- 2	1,243	-136
Motels	558	1,415	22.4	- 20.9	33	- 2	918	- 68
<b>15 Greater Vancouver</b>								
All accommodation types	50,957	137,192	- 8.6	- 9.7	225	- 1	27,183	-807
Hotels	47,480	127,754	8.5	- 9.6	158	3	22,769	- 63
251+ Rooms	23,273	62,842	8.9	- 11.1	21	- 1	8,667	-286
151-250 Rooms	9,542	26,090	11.8	- 12.4	26	- 1	5,062	-223
76-150 Rooms	12,150	32,231	5.8	- 6.0	64	4	6,810	408
1-75 Rooms	2,514	6,591	3.8	- 0.8	47	1	2,230	38
Motels	1,955	5,165	15.5	- 12.7	37	0	1,907	- 53
Vacation Rentals	1,122	3,250	6.5	- 10.0	12	- 4	443	- 32
Miscellaneous	400	1,024	10.0	1.4	18	0	2,064	-659
<b>29 Sunshine Coast</b>								
All accommodation types	425	888	6.0	- 3.8	22	1	413	43
<b>31 Squamish-Lillooet</b>								
All accommodation types	22,272	74,516	- 32.6	- 23.9	95	2	5,488	142
Hotels	16,774	54,456	28.2	- 19.9	35	3	3,769	197
1-75 Rooms	1,289	3,826	19.0	- 9.7	15	2	489	86
Vacation Rentals	4,306	15,954	44.4	- 33.1	34	0	1,176	0
Miscellaneous	1,076	3,745	40.0	- 34.5	19	0	377	25
<b>Thompson/Okanagan</b>								
<b>07 Okanagan-Similkameen</b>								
All accommodation types	2,232	5,100	- 11.2	- 10.7	94	2	3,215	101
Hotels	1,041	2,323	3.8	- 7.3	10	- 1	936	- 50
Motels	509	1,221	26.2	- 16.9	56	- 2	1,428	-103
Vacation Rentals	424	989	10.7	- 8.2	13	4	307	100
Miscellaneous	259	566	- 3.5	- 14.0	15	1	544	154
<b>33 Thompson-Nicola</b>								
All accommodation types	4,811	13,795	- 21.0	- 14.3	120	- 7	4,902	-311
Hotels	2,280	6,241	- 24.0	- 16.3	26	- 3	1,719	-293
1-75 Rooms	321	918	22.0	- 14.9	16	- 2	551	-143
Motels	1,176	3,084	20.9	- 11.2	68	- 3	2,074	- 85
Vacation Rentals	1,019	3,363	- 28.4	- 28.9	11	- 2	422	- 66
Miscellaneous	330	1,097	93.1	160.6	13	1	667	133
<b>35 Central Okanagan</b>								
All accommodation types	3,894	9,824	- 10.1	- 9.8	54	8	3,397	106
Hotels	2,765	7,045	6.4	- 2.9	15	2	1,730	103
Motels	791	1,960	11.8	- 11.0	22	1	1,140	40
<b>37 North Okanagan</b>								
All accommodation types	2,249	6,586	- 17.7	- 15.8	37	- 2	1,659	80
Hotels	1,109	3,013	20.7	- 21.9	13	- 1	946	52
Motels	240	585	- 29.2	- 13.5	14	- 2	463	- 56
<b>39 Columbia-Shuswap</b>								
All accommodation types	4,280	12,941	- 10.6	- 1.0	91	- 7	3,236	-281
Hotels	956	2,892	18.5	- 6.8	35	- 3	1,281	- 31
Miscellaneous	1,359	4,094	20.0	- 9.1	31	- 1	569	- 53

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Mar-09	YTD 09	Mar-08	YTD 08	Mar-09	Mar-08	Mar-09	Mar-08
<b>Kootenay</b>								
<b>01 East Kootenay</b>								
All accommodation types	4,879	15,725	- 20.8	- 15.8	118	- 9	4,676	-255
Hotels	1,480	4,642	10.4	- 10.0	26	- 3	1,573	-140
76-150 Rooms	939	2,989	6.0	- 6.9	10	- 1	948	- 80
1-75 Rooms	542	1,653	17.3	- 15.1	16	- 2	625	- 60
Motels	442	1,178	- 16.4	- 21.8	35	1	841	52
Vacation Rentals	1,859	6,800	- 26.4	- 16.0	33	- 2	1,222	- 68
Miscellaneous	1,097	3,106	- 21.4	- 20.4	24	- 5	1,040	- 99
<b>03 Central Kootenay</b>								
All accommodation types	1,429	3,766	- 8.3	- 7.3	59	- 2	1,448	- 49
Motels	366	914	2.8	1.1	28	1	616	50
Miscellaneous	427	1,238	23.2	- 10.5	13	0	236	- 4
<b>05 Kootenay Boundary</b>								
All accommodation types	2,492	7,877	- 5.1	- 20.3	39	0	1,628	- 51
Motels	196	545	- 12.5	- 15.8	20	0	382	- 18
<b>Cariboo</b>								
<b>41 Cariboo</b>								
All accommodation types	1,023	2,873	- 16.6	- 13.3	55	- 5	1,666	- 50
Hotels	522	1,398	- 6.7	- 3.1	11	0	670	0
Motels	380	1,075	- 24.4	- 23.4	31	0	877	13
<b>53 Fraser-Fort George</b>								
All accommodation types	2,760	7,245	- 18.2	- 14.3	55	- 1	2,704	- 24
Motels	863	2,172	21.4	- 20.7	31	- 1	1,213	- 19
<b>North Coast</b>								
<b>47 Skeena-Queen Charlotte</b>								
All accommodation types	574	1,743	- 8.5	- 1.1	31	1	995	19
Hotels	377	1,129	1.7	- 2.9	10	1	547	- 1
Motels	140	462	26.5	- 6.3	11	0	355	25
<b>49 Kitimat-Stikine</b>								
All accommodation types	799	2,018	- 9.9	- 8.5	34	0	892	19
Motels	328	830	- 16.2	- 14.7	20	0	487	0
<b>Nechako</b>								
<b>51 Bulkley-Nechako +</b>								
<b>57 Stikine</b>								
All accommodation types	682	1,567	- 6.8	- 13.6	42	0	1,000	- 61
Motels	319	747	- 5.2	- 14.9	19	- 2	513	- 65
<b>Northeast</b>								
<b>55 Peace River +</b>								
<b>59 Northern Rockies<sup>†</sup></b>								
All accommodation types	6,613	19,406	- 10.9	1.8	78	3	4,745	409
Hotels	4,912	14,362	2.0	16.1	35	6	2,598	420
76-150 Rooms	4,023	11,571	9.2	27.3	18	4	1,901	400
1-75 Rooms	889	2,790	33.0	- 15.1	17	2	697	20
Motels	1,114	3,158	- 16.2	- 11.9	28	- 3	936	- 51

Note: <sup>†</sup>Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 3a: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	Feb-09	YTD 09	Feb-08	YTD 08				
Vancouver Island/Coast								
17 Capital								
All accommodation types	9,213	15,577	3.2	- 1.1	135	-21	7,868	-460
Hotels	8,161	13,680	4.3	- 0.3	62	- 7	5,587	-362
76-150 Rooms	1,822	3,297	0.3	- 1.7	19	- 1	1,843	-108
1-75 Rooms	1,480	2,713	13.0	- 9.9	32	- 6	1,257	-254
Motels	520	945	10.3	- 10.7	19	- 2	832	- 53
Vacation Rentals	55	109	25.9	- 21.0	18	-11	140	-116
Miscellaneous	385	675	10.7	8.4	34	0	1,250	101
19 Cowichan Valley								
All accommodation types	513	952	- 26.4	- 24.6	29	- 3	657	- 36
Motels	54	122	- 46.0	- 34.5	13	0	245	0
21 Nanaimo								
All accommodation types	2,069	3,796	- 0.4	- 4.7	58	- 4	2,442	30
Hotels	1,159	1,869	14.1	- 2.9	15	1	1,027	65
Motels	469	877	19.3	- 20.4	21	- 3	679	- 39
23 Alberni-Clayoquot								
All accommodation types	1,817	3,116	- 10.3	- 13.9	56	0	1,558	108
Hotels	488	862	12.0	- 13.7	11	2	528	122
Motels	138	280	29.8	- 26.4	19	- 1	382	- 10
Vacation Rentals	662	1,101	1.7	- 5.8	16	0	311	2
25 Comox Valley +								
26 Strathcona								
All accommodation types	1,706	3,429	- 23.2	- 19.2	53	- 2	1,633	25
Motels	363	760	33.6	- 28.5	22	1	656	38
Vacation Rentals	176	368	31.0	- 31.3	14	- 4	195	- 24
27 Powell River								
All accommodation types	224	500	8.2	11.7	17	- 3	359	- 34
43 Mount Waddington								
All accommodation types	265	461	- 25.2	- 32.0	15	- 1	498	-127

Table 3a: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
			Feb-08	YTD 08				
	Feb-09	YTD 09	Feb-08	YTD 08	Feb-09	Feb-08	Feb-09	Feb-08
<b>Mainland/Southwest</b>								
<b>09 Fraser Valley</b>								
All accommodation types	2,824	5,294	- 9.5	- 8.4	65	- 4	2,284	-169
Hotels	2,211	4,135	- 6.8	- 6.4	16	- 1	1,243	-110
Motels	448	857	- 20.7	- 19.8	34	- 2	917	- 60
<b>15 Greater Vancouver</b>								
All accommodation types	46,231	86,235	- 9.6	- 10.3	222	0	27,217	358
Hotels	43,191	80,274	- 9.4	- 10.3	158	4	22,820	442
251+ Rooms	21,684	39,569	- 10.4	- 12.3	21	0	8,667	158
151-250 Rooms	8,740	16,547	- 14.1	- 12.8	26	- 1	5,062	-223
76-150 Rooms	10,638	20,082	- 5.6	- 6.1	65	5	6,894	492
1-75 Rooms	2,129	4,076	- 3.9	- 1.2	46	0	2,197	15
Motels	1,652	3,210	- 13.3	- 10.8	38	0	1,907	- 53
Vacation Rentals	1,102	2,127	- 10.6	- 11.7	11	- 4	440	- 31
Miscellaneous	288	624	- 8.7	- 3.5	15	0	2,050	0
<b>29 Sunshine Coast</b>								
All accommodation types	250	463	- 8.8	- 11.3	19	0	381	25
<b>31 Squamish-Lillooet</b>								
All accommodation types	25,822	52,211	- 22.2	- 19.6	87	1	5,489	287
Hotels	18,717	37,682	- 18.2	- 15.5	34	2	3,749	177
1-75 Rooms	1,331	2,537	- 3.4	- 4.1	14	1	469	66
Vacation Rentals	5,746	11,648	- 31.0	- 27.6	29	- 1	1,098	- 24
<b>Thompson/Okanagan</b>								
<b>07 Okanagan-Similkameen</b>								
All accommodation types	1,552	2,868	- 12.2	- 10.3	87	1	2,986	36
Hotels	724	1,282	- 15.1	- 9.9	10	- 1	1,002	- 50
Motels	362	712	- 11.7	- 8.6	55	2	1,423	10
<b>33 Thompson-Nicola</b>								
All accommodation types	4,553	8,984	- 11.5	- 10.2	117	- 9	4,903	-328
Hotels	2,038	3,961	- 13.9	- 11.0	27	- 4	1,869	-205
1-75 Rooms	292	597	- 15.5	- 10.5	16	- 4	551	-205
Motels	994	1,908	- 0.4	- 3.9	64	- 4	2,019	- 99
Vacation Rentals	1,069	2,343	- 34.9	- 29.2	11	- 3	320	-176
<b>35 Central Okanagan</b>								
All accommodation types	3,121	5,929	- 5.8	- 9.5	47	6	3,264	85
Hotels	2,275	4,280	- 0.2	- 0.5	15	2	1,730	103
Motels	620	1,169	- 9.7	- 10.4	20	1	1,071	35
<b>37 North Okanagan</b>								
All accommodation types	2,169	4,336	- 11.5	- 14.8	39	2	1,710	161
Hotels	1,085	1,904	- 11.7	- 22.6	13	- 1	946	52
Motels	199	344	- 11.1	- 2.3	15	1	506	17
<b>39 Columbia-Shuswap</b>								
All accommodation types	4,690	8,652	- 0.2	- 4.4	87	- 5	3,200	-254
Hotels	2,152	3,932	- 11.5	- 12.8	20	- 4	1,329	-197
Motels	1,046	1,926	- 3.0	- 0.2	30	- 3	1,224	- 34

Table 3a: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Feb-09	YTD 09	Feb-08	YTD 08	Feb-09	Feb-08	Feb-09	Feb-08
Kootenay								
01 East Kootenay								
All accommodation types	6,195	10,846	- 17.1	- 13.3	116	- 7	4,399	-237
Hotels	1,733	3,161	- 12.9	- 9.8	27	- 2	1,591	-122
76-150 Rooms	1,134	2,050	- 9.3	- 7.4	10	- 1	948	- 80
1-75 Rooms	599	1,111	- 19.0	- 14.1	17	- 1	643	- 42
Motels	393	736	- 29.7	- 24.7	35	1	870	72
Vacation Rentals	2,922	4,940	16.4	- 11.3	32	- 3	1,180	-118
Miscellaneous	1,147	2,009	19.7	- 18.1	22	- 3	758	- 69
03 Central Kootenay								
All accommodation types	1,179	2,337	- 9.6	- 6.7	65	1	1,500	- 20
Hotels	501	939	10.4	- 14.1	13	- 2	565	- 86
Motels	305	547	6.4	3.9	31	4	645	75
05 Kootenay Boundary								
All accommodation types	2,509	5,360	- 19.8	- 26.2	38	- 1	1,665	- 62
Motels	161	349	29.9	- 17.5	19	1	380	- 10
Cariboo								
41 Cariboo								
All accommodation types	920	1,844	- 16.9	- 11.6	56	- 5	1,665	- 29
Hotels	441	876	- 5.4	- 0.9	11	0	670	0
Motels	358	690	27.6	- 23.5	31	0	874	22
53 Fraser-Fort George								
All accommodation types	2,260	4,485	- 11.5	- 11.7	51	- 2	2,664	- 28
Motels	667	1,309	17.6	- 18.0	30	- 1	1,205	- 19
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	781	1,168	8.6	3.0	26	2	921	28
Motels	226	322	7.6	6.5	11	1	355	30
49 Kitimat-Stikine								
All accommodation types	644	1,219	- 16.6	- 7.5	31	1	845	30
Motels	248	502	20.9	- 13.7	19	- 1	464	- 23
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	495	885	- 13.9	- 18.2	36	- 1	956	- 28
Motels	227	428	20.8	- 21.0	17	- 1	493	- 39
Northeast								
55 Peace River +								
59 Northern Rockies†								
All accommodation types	6,193	12,793	- 4.4	9.8	76	2	4,688	372
Hotels	4,602	9,449	18.6	28.3	35	6	2,598	420
76-150 Rooms	3,698	7,548	27.1	39.7	18	4	1,901	400
1-75 Rooms	904	1,901	- 7.1	- 3.0	17	2	697	20
Motels	926	2,044	22.8	- 9.3	26	- 4	879	- 88

Note: †Effective February 6th, 2009, this regional district is known as Northern Rockies Regional Municipality.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.



Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Mar-09	YTD 09	Mar-08	YTD 08	Mar-09	Mar-08	Mar-09	Mar-08
<b>Vancouver Island/Coast</b>	<b>19,134</b>	<b>47,103</b>	<b>-11.5</b>	<b>- 9.1</b>	<b>418</b>	<b>-26</b>	<b>15,795</b>	<b>-457</b>
Victoria (C)	8,709	20,923	5.7	- 2.0	74	- 4	5,331	-273
Saanich Peninsula	645	1,835	19.0	-12.2	15	- 1	575	- 51
Other CRD	1,607	3,802	10.2	- 7.7	66	- 7	2,155	- 37
Nanaimo (C)	1,418	3,684	13.7	-13.4	23	0	1,092	-
Port Alberni (C)	324	819	7.0	- 0.3	13	0	369	- 7
Comox Valley	1,050	2,851	18.1	-17.3	17	1	757	91
Campbell River	485	1,514	29.2	-20.6	19	0	744	17
Tofino (DM)	1,869	4,101	12.0	-14.4	25	0	709	- 18
Ucluelet (DM)	280	614	13.2	-10.9	17	- 1	440	55
Rest of Development Region	2,748	6,960	58.2	-55.7	149	-14	3,623	-234
<b>Mainland/Southwest</b>	<b>77,005</b>	<b>221,240</b>	<b>-17.4</b>	<b>-15.1</b>	<b>409</b>	<b>- 3</b>	<b>35,399</b>	<b>-824</b>
Downtown Vancouver (C)	28,604	76,778	10.1	-11.4	80	- 1	12,641	34
Other Vancouver (C)	5,015	14,312	12.1	-11.3	34	- 1	3,073	-326
Richmond (C)	8,247	23,136	-4.3	- 4.4	24	1	4,020	130
Burnaby (C)	2,285	5,789	-	-	10	1	1,915	36
Other GVRD	6,806	17,178	7.1	- 8.6	77	- 1	5,534	-681
Whistler (RM)	21,003	71,019	34.6	-24.9	64	- 1	4,640	30
Abbotsford/Mission	1,188	3,004	14.6	-11.2	13	- 2	740	- 50
Hope (DM)	191	468	21.9	-16.7	20	0	455	-
Rest of Development Region	3,665	9,557	-	-	87	1	2,381	3
<b>Thompson/Okanagan</b>	<b>17,466</b>	<b>48,246</b>	<b>-14.6</b>	<b>-10.0</b>	<b>396</b>	<b>- 6</b>	<b>16,409</b>	<b>-305</b>
Penticton (C)	1,208	2,698	6.0	-10.4	35	3	1,568	48
Kamloops (C)	2,170	5,613	22.7	-11.9	44	- 5	2,658	-344
Kelowna (C)	3,520	8,783	8.7	- 9.5	42	6	2,704	45
Vernon (C)	948	2,640	21.4	- 5.1	24	1	1,254	181
Revelstoke (C)	1,779	5,537	0.0	10.7	23	- 2	938	-148
Golden (T)	1,030	3,194	32.2	-25.9	33	- 3	1,170	- 76
Osoyoos (T)	367	681	15.3	-17.1	22	1	761	6
Oliver/Okanagan Falls	70	137	25.2	-30.0	12	- 2	193	- 16
Cache Creek (V)	87	216	15.6	-23.8	10	- 1	243	- 12
Rest of Development Region	6,287	18,746	21.4	-16.4	195	- 6	6,117	6,117
<b>Kootenay</b>	<b>8,800</b>	<b>27,368</b>	<b>-14.9</b>	<b>-16.1</b>	<b>216</b>	<b>-11</b>	<b>7,752</b>	<b>-355</b>
Cranbrook (C)	673	1,814	6.7	- 5.0	18	- 1	881	- 36
Fernie (C)	1,628	5,678	26.5	-21.5	24	- 4	848	- 88
Nelson (C)	549	1,349	3.3	- 9.2	11	- 1	423	- 33
Kimberley	388	1,907	31.7	- 6.4	20	- 2	561	- 85
Columbia Valley	1,722	4,926	24.2	-18.8	42	- 1	1,983	- 26
Rest of Development Region	5,950	18,528	-14.6	-15.7	163	- 5	5,600	-198
<b>Cariboo</b>	<b>3,782</b>	<b>10,117</b>	<b>-17.8</b>	<b>-14.0</b>	<b>110</b>	<b>- 6</b>	<b>4,370</b>	<b>- 74</b>
Quesnel (C)	205	596	26.5	-22.8	15	0	470	-
Williams Lake (C)	440	1,130	3.0	- 3.6	11	- 1	578	- 18
Prince George (C)	2,129	5,605	17.2	-12.9	28	0	1,881	-
Valemount/Robson Valley	422	1,115	-26.2	-18.6	16	- 1	471	- 9
Rest of Development Region	1,007	2,787	23.7	-17.8	56	- 5	1,441	- 56

**Table 4: Room Revenue by Urban Centre, Unadjusted**

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Mar-09	YTD 09	Mar-08	YTD 08	Mar-09	Mar-08	Mar-09	Mar-08
<b>North Coast</b>	<b>1,374</b>	<b>3,761</b>	<b>- 9.3</b>	<b>- 5.2</b>	<b>65</b>	<b>1</b>	<b>1,887</b>	<b>38</b>
Prince Rupert (C)	4	1,486	7.4	- 3.4	15	0	761	-
Terrace (C)	-	-	-	-	7	- 1	302	- 23
Rest of Development Region	-	-	-	-	43	2	824	61
<b>Nechako</b>	<b>682</b>	<b>1,567</b>	<b>- 6.8</b>	<b>-13.6</b>	<b>42</b>	<b>0</b>	<b>1,000</b>	<b>- 61</b>
Smithers (T)	373	816	7.6	-17.5	12	0	389	- 31
Rest of Development Region	309	751	- 5.7	- 9.0	30	0	611	- 30
<b>Northeast</b>	<b>6,613</b>	<b>19,406</b>	<b>-10.9</b>	<b>1.8</b>	<b>78</b>	<b>3</b>	<b>4,745</b>	<b>409</b>
Dawson Creek (C)	1,334	4,188	12.7	9.0	16	0	674	-
Fort St. John (C)	1,693	5,198	22.9	-10.1	14	1	1,134	127
Rest of Development Region	3,585	10,020	2.9	6.1	48	2	2,937	282

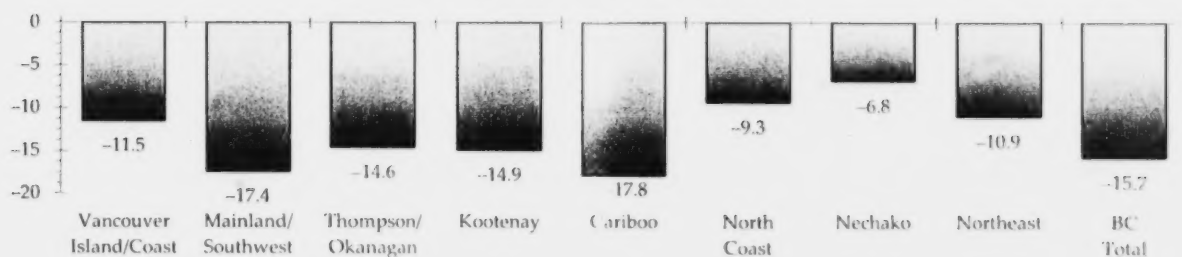
Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

**Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted**

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
<b>Annual data</b>									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,164	236,479	81,467	49,272	22,070	9,579	63,400	1,681,564
2006	323,895	973,973	259,128	88,989	54,701	23,127	9,697	74,099	1,807,609
2007	351,617	1,044,853	293,097	105,026	61,876	27,682	11,159	68,633	1,963,944
2008	340,353	1,056,792	298,525	104,155	62,017	27,387	10,800	77,237	1,977,266
<b>Annual growth rates</b>									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	15.7	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.2	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	15.1	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.2	- 1.1	- 3.2	12.5	0.7
<b>Monthly data</b>									
Mar-08	21,621	93,251	20,455	10,342	4,600	1,515	732	7,419	159,935
Apr-08	22,628	74,723	16,132	5,161	4,663	1,352	734	5,833	131,225
May-08	31,146	92,919	24,572	6,824	5,583	2,194	811	4,488	168,537
Jun-08	38,546	105,894	32,290	8,379	6,709	3,879	1,137	6,683	203,516
Jul-08	48,286	112,242	44,155	11,348	7,263	4,758	1,239	6,710	236,000
Aug-08	55,965	119,356	54,891	13,522	7,534	3,996	1,292	7,132	263,688
Sep-08	38,040	93,928	29,023	8,848	6,489	2,974	1,346	7,395	188,044
Oct-08	23,512	71,573	18,400	5,398	5,144	1,697	1,170	7,620	134,514
Nov-08	16,188	54,775	11,844	3,727	3,590	1,390	708	6,890	99,113
Dec-08	14,248	70,770	13,624	8,331	3,278	1,180	550	5,421	117,403
Jan-09	12,066	69,091	14,694	8,660	3,156	962	390	6,601	115,619
Feb-09	15,902	75,145	16,086	9,908	3,179	1,426	495	6,193	128,334
Mar-09	19,134	77,005	17,466	8,800	3,782	1,374	682	6,613	134,856
<b>Year-over-year percent changes</b>									
Mar-08	- 1.8	3.5	3.5	- 5.7	2.3	3.7	- 3.9	- 1.0	1.8
Apr-08	- 5.2	3.2	0.5	- 7.8	9.1	5.7	20.9	21.0	1.8
May-08	- 1.7	4.3	2.8	8.6	- 1.0	7.7	-14.4	10.2	3.0
Jun-08	0.9	3.2	6.7	7.3	9.8	- 5.0	1.3	16.4	3.9
Jul-08	- 7.2	2.3	- 1.8	- 6.7	0.5	2.0	- 1.9	5.4	- 1.0
Aug-08	- 1.2	0.0	6.5	0.8	- 0.7	-15.8	- 7.9	9.7	0.9
Sep-08	- 9.1	- 5.6	- 3.9	- 4.1	0.0	-12.2	- 4.8	25.5	- 5.0
Oct-08	- 3.6	- 2.7	4.9	- 6.9	- 4.9	0.0	- 5.2	36.2	- 0.5
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.6	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.4	-10.5	- 6.7	-14.2	22.0	- 2.5	12.1	- 8.1
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.1	-23.2	27.7	-10.7
Feb-09	- 4.1	-14.3	- 7.3	-16.8	-13.1	- 4.5	-13.9	- 4.4	-12.0
Mar-09	-11.5	-17.4	-14.6	-14.9	-17.8	- 9.3	- 6.8	-10.9	-15.7

**March year-over-year growth rates**



**Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted**

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other†
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
2008	5,989	4,476	1,440	3,035	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.5	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.1	4.1	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.5	7.9	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Apr-08	510	386	125	261	124	53	43	28
May-08	512	381	121	260	131	61	44	27
Jun-08	495	369	116	253	126	56	43	26
Jul-08	464	337	110	227	127	57	43	27
Aug-08	437	309	105	204	129	57	44	28
Sep-08	502	377	120	257	125	55	42	27
Oct-08	500	376	121	255	124	53	42	29
Nov-08	503	381	121	260	122	53	41	28
Dec-08	493	371	108	263	122	55	41	26
Jan-09	495	374	124	250	122	53	42	26
Feb-09	498	375	127	248	123	55	41	27
Mar-09	496	374	125	249	122	56	40	26
Apr-09	494	371	119	252	124	55	43	25
Month-over-month growth rates								
Apr-08	- 0.5	- 0.5	0.0	0.8	- 0.3	- 4.9	- 3.5	16.0
May-08	0.3	- 1.3	- 3.1	0.4	5.4	14.5	1.4	- 5.6
Jun-08	- 3.3	- 3.1	- 4.0	2.7	- 4.0	- 6.9	- 1.2	- 2.1
Jul-08	- 6.3	- 8.7	- 5.2	10.3	0.6	0.4	0.0	2.0
Aug-08	- 5.7	- 8.4	- 4.7	10.2	1.7	0.7	0.8	5.2
Sep-08	14.7	22.1	14.2	26.1	- 3.0	- 2.7	- 2.9	- 3.9
Oct-08	- 0.3	- 0.1	0.8	0.5	- 0.8	- 4.4	- 0.2	5.5
Nov-08	0.7	1.3	- 0.2	2.0	- 1.2	0.5	- 2.2	- 2.9
Dec-08	- 2.1	- 2.6	-10.2	0.9	- 0.5	3.2	- 0.3	- 7.5
Jan-09	0.4	0.6	13.9	4.9	- 0.1	- 2.6	1.8	2.3
Feb-09	0.5	0.4	2.5	0.7	0.9	2.1	- 2.0	2.9
Mar-09	- 0.3	- 0.4	- 1.4	0.2	- 0.3	2.4	- 2.4	- 2.4
Apr-09	- 0.3	- 0.8	- 4.6	1.1	1.1	- 0.8	7.4	- 4.3

<sup>†</sup> Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.  
Data Source: Statistics Canada.

**Table 7: Transportation Indicators, Seasonally Adjusted**

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
<b>Annual data</b>								
2004	15,725	7,986	3,964	3,775	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,620
2006	16,925	8,713	4,253	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,712
2008	17,852	9,345	4,336	4,172	1,538	8,226	20,992	1,879
<b>Annual growth rates</b>								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.4	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2	-30.7
<b>Monthly data</b>								
Apr-08	1,535	799	371	364	128	696	1,758	216
May-08	1,522	795	375	352	129	706	1,792	220
Jun-08	1,513	796	367	350	130	706	1,813	227
Jul-08	1,466	766	358	343	130	687	1,750	215
Aug-08	1,471	778	360	333	132	674	1,723	220
Sep-08	1,404	746	327	331	129	666	1,693	177
Oct-08	1,426	761	347	318	130	669	1,732	x
Nov-08	1,445	764	344	337	132	667	1,722	x
Dec-08	1,424	739	339	346	118	643	1,651	x
Jan-09	1,392	716	336	340	128	701	1,750	x
Feb-09	1,406	735	336	335	126	676	1,731	x
Mar-09	1,382	720	334	328	125	661	1,702	x
Apr-09	1,396	732	339	325	128	676	1,739	x
<b>Month-over-month growth rates</b>								
Apr-08	- 1.2	- 0.7	- 2.4	- 0.7	0.9	- 2.0	- 2.5	- 1.6
May-08	- 0.9	- 0.5	0.9	- 3.4	0.5	1.4	1.9	2.0
Jun-08	- 0.6	0.1	- 2.1	- 0.5	1.0	0.1	1.2	3.0
Jul-08	- 3.1	- 3.8	- 2.6	- 2.0	0.4	- 2.8	- 3.5	- 5.2
Aug-08	0.4	1.6	0.8	- 2.8	1.0	- 1.9	- 1.5	2.5
Sep-08	- 4.6	- 4.0	- 9.3	- 0.8	- 2.0	- 1.1	- 1.8	-19.6
Oct-08	1.6	2.0	6.1	- 3.9	0.8	0.5	2.3	x
Nov-08	1.4	0.4	- 0.7	6.0	1.2	- 0.4	- 0.6	x
Dec-08	- 1.5	- 3.3	- 1.7	2.9	-10.6	- 3.6	- 4.1	x
Jan-09	- 2.2	- 3.0	0.7	- 2.0	8.7	9.1	6.0	x
Feb-09	1.0	2.6	- 0.1	- 1.4	- 1.9	- 3.6	- 1.1	x
Mar-09	- 1.7	- 2.1	- 0.6	- 2.1	- 0.2	- 2.2	- 1.7	x
Apr-09	1.1	1.7	1.6	- 1.0	1.9	2.3	2.2	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

**Table 8: Tourism Sector Indicators, Seasonally Adjusted**

Period	Employment in key tourism industries <sup>1</sup> (000s)				Hotel Industry <sup>2</sup>		Consumer Price Index <sup>1</sup>	
	Air transport <sup>4</sup>	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate <sup>3</sup> (%)	Room Rate (\$)	Traveller accom- modation	Restaurant meals <sup>4</sup>
<b>Annual data</b>								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.6	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.6	132.9	83.5	115.1
<b>Annual growth rates</b>								
2004	0.4	0.1	1.3	7.1	5.1	1.7	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.1	3.8	3.0	2.6
<b>Monthly data</b>								
Apr-08	16.5	38.0	147.3	34.8	65.1	133.1	83.7	114.2
May-08	16.7	36.5	147.7	34.9	65.5	134.2	83.4	114.5
Jun-08	16.6	36.4	148.5	35.3	65.8	133.6	82.9	114.8
Jul-08	16.6	36.1	149.4	35.2	64.2	131.6	83.4	115.6
Aug-08	16.7	35.9	149.5	35.8	64.8	131.6	83.1	116.0
Sep-08	15.8	35.4	150.9	35.9	62.7	131.8	83.1	116.4
Oct-08	16.7	35.5	153.3	36.9	62.9	133.6	83.0	116.5
Nov-08	17.0	35.4	152.6	36.6	62.2	134.3	85.3	116.6
Dec-08	16.4	36.6	153.5	35.4	61.3	131.7	85.1	116.7
Jan-09	16.7	35.7	153.3	37.3	60.9	132.5	82.7	117.0
Feb-09	18.2	35.9	153.9	36.9	62.1	131.8	82.0	117.4
Mar-09	17.8	34.6	151.5	36.6	58.7	130.6	81.8	117.9
Apr-09	17.9	34.2	149.5	36.8	59.3	131.7	81.8	118.0
<b>Month-over-month growth rates</b>								
Apr-08	4.4	3.5	1.1	- 2.3	- 0.8	- 0.7	1.0	0.3
May-08	1.3	- 3.9	0.3	0.3	0.4	0.8	- 0.4	0.3
Jun-08	- 0.8	- 0.3	0.5	1.3	0.3	- 0.4	- 0.6	0.3
Jul-08	0.2	- 0.9	0.7	- 0.4	- 1.6	- 1.5	0.6	0.7
Aug-08	0.3	- 0.5	0.1	1.6	0.6	0.0	- 0.4	0.3
Sep-08	- 5.1	- 1.3	0.9	0.5	- 2.1	0.2	0.0	0.3
Oct-08	5.5	0.2	1.6	2.6	0.2	1.4	- 0.1	0.1
Nov-08	1.7	- 0.3	- 0.4	- 0.9	- 0.7	0.5	2.8	0.1
Dec-08	- 3.4	3.2	0.6	- 3.3	- 0.9	- 1.9	- 0.2	0.1
Jan-09	1.8	- 2.2	- 0.1	5.4	- 0.4	0.6	- 2.8	0.3
Feb-09	9.3	0.5	0.3	- 0.9	1.2	- 0.5	- 0.8	0.3
Mar-09	- 2.3	- 3.8	- 1.6	- 1.0	- 3.4	- 0.9	- 0.2	0.4
Apr-09	0.4	- 1.2	- 1.3	0.5	0.6	0.8	0.0	0.1

<sup>1</sup>Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

<sup>2</sup>Data Source: Pannell Kerr Forster and BC Stats.

<sup>3</sup>Occupancy Rate change expressed as percentage point change.

<sup>4</sup>No identifiable seasonality.

**Table 9: Food Services Receipts, Seasonally Adjusted**

Period	Food Services and Drinking Places <sup>1</sup> Receipts (\$ million)					
	BC <sup>2</sup>			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
<b>Annual data</b>						
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
2008	7,769	x	x	47,425	2,384	45,041
<b>Annual growth rates</b>						
2004	5.8	x	x	4.8	3.1	4.9
2005	3.0	- 8.2	4.1	3.5	- 0.7	3.8
2006	7.0	-21.3	8.8	5.7	- 4.4	6.4
2007	3.2	10.6	2.6	3.0	- 3.5	3.4
2008	2.1	x	x	4.1	0.2	4.3
<b>Monthly data</b>						
Apr-08	650	x	x	3,964	197	3,767
May-08	645	x	x	3,983	197	3,786
Jun-08	651	x	x	3,961	208	3,753
Jul-08	647	41	610	3,941	200	3,741
Aug-08	651	x	x	3,997	201	3,795
Sep-08	647	41	604	3,989	200	3,788
Oct-08	655	43	610	4,019	202	3,817
Nov-08	652	45	605	3,997	201	3,795
Dec-08	626	43	584	3,898	200	3,698
Jan-09	657	x	x	3,962	202	3,760
Feb-09	639	44	586	3,998	209	3,789
Mar-09	627	43	586	3,963	209	3,754
Apr-09	639	44	597	4,013	212	3,801
<b>Month-over-month growth rates</b>						
Apr-08	0.9	x	x	2.6	2.2	2.6
May-08	- 0.8	x	x	0.5	0.0	0.5
Jun-08	1.0	x	x	- 0.5	5.4	- 0.9
Jul-08	- 0.7	- 8.4	0.1	- 0.5	- 3.6	- 0.3
Aug-08	0.7	x	x	1.4	0.5	1.5
Sep-08	- 0.6	x	x	- 0.2	- 0.4	- 0.2
Oct-08	1.2	5.2	1.0	0.7	0.5	0.8
Nov-08	- 0.4	6.1	- 0.9	- 0.5	- 0.2	- 0.6
Dec-08	- 4.0	- 5.1	- 3.4	- 2.5	- 0.6	- 2.6
Jan-09	4.9	x	x	1.6	1.2	1.7
Feb-09	- 2.9	x	x	0.9	3.3	0.8
Mar-09	- 1.8	2.1	0.0	- 0.9	- 0.2	- 0.9
Apr-09	1.9	3.8	1.8	1.3	1.8	1.2

<sup>1</sup>Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

<sup>2</sup>Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.



**Table 10: Accommodation Classification Definitions**

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

**Table 11: Urban Centre Definitions**

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
RM	Resort Municipality
T	Town
V	Village

